

# Fundraising Planning and Implementation

Fundraising is hard. Your donors are distracted by thousands of marketing messages daily. Your staff may be small. There are ongoing demands to raise more money.

The key to success is having comprehensive fundraising plans that fit your organization and include measurable goals, objectives, tasks and timelines for implementation.

We work with you to create a complete fundraising plan based on your organization's goals or organize one piece of your strategy, like your year-end appeal.



Our fundraising and marketing consultants help you raise more money, reach the right people and refocus your energy.

Strategy • Content • Inbound Marketing • Consulting

## What to expect

We will work with your staff to understand your funding needs and current processes and:

- Develop goals and objectives with your development team
- Create a comprehensive fundraising plan
- Build an implementation timeline and accountability structure for your team

## Our process

Our proven process incorporates best practices in fundraising and is built with your team, budget and goals in mind. This process includes:

- Comprehensive onboarding and goal setting
- Data collection
- Operations review
- Research
- Plan development
- Staff and/or board presentation
- Implementation

## Implementation timeline

Creating an entire plan can take three to six months. During that time, we will meet with key staff, assess your staff capacity and work with you to make a plan that will help you be successful. Once the plan is approved, implementation can start right away.

Call 330.247.2180 today for a free consultation.

**We take the frustration out of fundraising and make marketing manageable.**